Production Pursuant to Court Order #1015, Civil Action No. 99-CV-2496

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VdC RESEARCH CONCEPT

we would not make such sweeping statements in view of Cardenas; we can say we will encourage publication of research results in scientific journals

I. Preamble

The German cigarette industry actively participates in the discussion about cigarette smoking with the aim of extensively and objectively informing consumers about its products. By means of its own research as well as through continuous cooperation with scientific institutions outside of industry, the cigarette industry acquires knowledge which contributes to an objective discussion of the topic of smoking and health.

we do not want to comment on a discussion

VdC research is oriented towards the prevailing scientific, social, and political conditions in Germany, and it also takes the international situation into account. The present research concept reflects the common viewpoint of the member companies.

II. Initial situation

In the past, the cigarette industry has initiated and promoted a multitude of research projects. The results of these projects have led to the research of the VdC being scientifically recognized today both nationally and internationally. For consumers, smoking is - if moderate - one of life's pleasures. The present conception assumes that the smoking of cigarettes will continue in the future to be enjoyed by many people who do not want to refrain from smoking. *

we cannot make the moderation argument

if not moderate then what happens?

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III. Main themes

The main emphases of this research effort can be classified in terms of the following group of fundamental themes and their interactions.

1. Tobacco plant research
2. Research into the possible health-related effects of smoking
3. Research concerning the effects of so-called passive smoking (ETS)
4. Basic medical research to identify other non-tobacco endogenous and exogenous factors which may be related to the possible effects of smoking.
5. Comparison of the effects of smoking and so-called passive smoking with general health and environmental risk factors.
6. Motivational, behavioural, and social research

IV. Informing the public

The public discussion of the theme of smoking and health is very often carried out in the absence of sufficient specialist knowledge. In the interest of the society, this tendency must be opposed. The results of national and international research including that carried out by the VdC must be comprehensively and understandably communicated to the public.

V. Implementation measures

To implement this research concept, the VdC will pursue the following objectives:

1. Planning and carrying out of research projects corresponding to the above-mentioned research areas and themes

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2. Analysis and evaluation both of our own research studies and those described in the literature which relate to the research areas and themes being considered

3. Analysis and evaluation of the research results provided by member companies

4. Maintenance of a modern scientific documentation system using international data banks

5. Assisting in the investigation of scientific questions concerning method development, standardization, and law-making in national and international committees

6. Providing scientific advice to interested organizations and individuals outside of the industry

7. Publication and discussion of obtained research results in scientific journals

8. Participating in the public discussion of the theme of smoking and health

Bonn, 3 June 1992

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